



THE WOODLANDS TOWNSHIP

The Woodlands, TX

Request for Proposals (RFP) **The Woodlands Resident Survey 2014**

The Woodlands Township is seeking bids to conduct a random sample, telephone survey of The Woodlands residents (population approximately 110,000).

The objective of the survey is to obtain resident opinions on various issues related to living in The Woodlands, including opinions about municipal services and issues of priority. The survey is also used as a tool for future budgeting and planning purposes. It is expected that the survey results are statistically valid at the 95 percent confidence level.

Companies that would like to be considered for this job should submit a written proposal as described below. The Woodlands Township reserves the right to reject any or all proposals.

SCOPE OF WORK

The selected survey company will:

- Prepare questionnaire, utilizing questions from the draft survey questionnaire
- Obtain sample with ability to cross reference by village
- Conduct the telephone interviews
- Code and process the data
- Analyze the data, including statistical testing for validity
- Compare to previous surveys
- Provide data tables, an executive summary as well as a comprehensive report and presentation of the research findings, including a PowerPoint that can be shared and posted online
- Provide additional cross-referencing if needed
- Present survey results to Board of Directors

SUBMITTAL REQUIREMENTS

- Cover letter indicating company's interest in the project, including a brief overview of the company, company history and qualifications
- Three references for similar projects performed by the company
- A description of the company's approach and how the company will accomplish the scope of work outlined, including proposed costs of providing services and how the company will address the diminishing use of land-line phones.
- Include proposed minimum size of sample needed in order to obtain statistically significant data grouped by age and village.
- Additional information deemed necessary

Three copies of your written proposal and one electronic copy must be received **no later than 5 p.m., on March 18, 2014**, and addressed to The Woodlands Township, Attention: Community Relations/Survey, 2801 Technology Forest Boulevard, The Woodlands, Texas, 77381. Electronic copies may be e-mailed to mconnell@thewoodlandstowship-tx.gov. Please put **Survey Proposal** as the subject line. An acknowledgement of receipt will be sent. If you do not receive an e-mail acknowledgement within 48 hours, please resend.

This request for proposal does not commit The Woodlands Township to award a contract, or to pay any costs incurred in the preparation and submittal of proposals in anticipation of a contract. The Woodlands Township reserves the right to negotiate modifications to proposals, to reject any or all proposals and to waive informalities or irregularities in a proposal or in the proposal process.

Submitted materials become the property of the Township and will not be returned. Submitted responses and any agreement or other documents become public records that are subject to review and copying by any person making an appropriate request for public records.

SELECTION PROCESS

The Woodlands Township shall review and evaluate all responses submitted to this request for proposal based upon, but not limited to, the following criteria, and weighted as noted below:

- The firm's capability to meet the scope of work. **(25 percent)**
- Methodology for conducting the citizen survey, including how the company proposes to maintain statistically significant data given the discontinuation of many land-line phones. **(25 percent)**
- Price **(25 percent)**
- Experience of the company and individual members of the company's professional staff in performing similar services. **(15 percent)**
- Responses from the company's references. **(10 percent)**
- Other information as may be required or secured.

The Township may request one or more respondent(s) to interview by telephone or in person.

TIMELINE

The Woodlands Township expects to make the bid selection by March 27, 2014. The telephone survey should be conducted and tabulated in April and May 2014. Survey results will be presented to The Woodlands Township Board of Directors on June 19, 2014, during their regularly scheduled board meeting.

QUESTIONS AND SUBMITTALS

For further information regarding this request for proposals, please contact:

The Woodlands Township
Community Relations Department
2801 Technology Forest Boulevard
The Woodlands, Texas 77380
mconnell@thewoodlandstowship-tx.gov